

ORDER



Orders	Order / Rev:	713131	WUSA
Alt Order #:	06312800		Aaron Ashe
Product Desc:	OBAMA SCHED A		T-WAS
Estimate:	1768		NAT
Flight Dates:	09/13/12 - 09/17/12		
Original Date / Rev:	09/12/12 / 09/12/12		
Order Type:	Political		
Agency	Name:	Greer Margolis Mitchell/ Pol	
	Buying Contact:		Billing Type:
	Billing Contact:		Billing Calendar:
		3050 K St NW	Billing Cycle:
		Washington, DC 20007	Agency Commission:
Advertiser	Name:	Obama/D/President	
	Demographic:	A35+	New Business Thru:
	Product Codes:	PL-Presidential,Political,PL-Federal	Order Separation:
	Priority:	P-5	Advertiser External ID:
	Revenue Codes:	AGY, GEN, POL	Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Totals		Rating
			Month	# Spots	
09/10/12	09/16/12	30	\$101,700.00	\$86,445.00	0.00
09/17/12	09/23/12	9	\$8,457.50		

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WUSA	09/13/12	09/14/12	9 News @ Noon	CM	12-1230P	---TF--	:30	2	\$700.00	P-2	0.00	NM	2	\$1,400.00
				9 News @ Noon											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	---TF--		2				\$700.00		0.00			
E 2	WUSA	09/17/12	09/17/12	9 News @ Noon	CM	12-1230P	M-----	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
				9 News @ Noon											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	M-----		1				\$700.00		0.00			
E 3	WUSA	09/16/12	09/16/12	CBS Sunday Morning	CM	9-1030a	-----S	:30	1	\$3,000.00	P-1	0.00	NM	1	\$3,000.00
				CBS Sunday Morning											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----S		1				\$3,000.00		0.00			
E 4	WUSA	09/13/12	09/14/12	4-5p Dr. Phil	CM	4-5p	---TF--	:30	2	\$600.00	P-2	0.00	NM	2	\$1,200.00
				Dr. Phil											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	---TF--		2				\$600.00		0.00			
E 5	WUSA	09/17/12	09/17/12	4-5p Dr. Phil	CM	4-5p	M-----	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
				Dr. Phil											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	M-----		1				\$750.00		0.00			
E 6	WUSA	09/13/12	09/14/12	6-7a 9 News @ 6a	CM	6-7a	---TF--	:30	3	\$450.00	P-2	0.00	NM	3	\$1,350.00
				9News @ 6a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	---TF--		3				\$450.00		0.00			

Order / Rev: 713131
Alt Order #: 06312800
Flight Dates: 09/13/12 - 09/17/12

Advertiser: Obama/D/President
Product Desc: OBAMA SCHED A
Estimate: 1768

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 7	WUSA	09/17/12	09/17/12	6-7a 9 News @ 6a 9News @ 6a	CM	6-7a	M-----	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	M-----		1				\$500.00		0.00			
E 8	WUSA	09/13/12	09/14/12	CBS This Morning CBS This Morning	CM	7-9a	---TF--	:30	2	\$250.00	P-2	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	---TF--		2				\$250.00		0.00			
E 9	WUSA	09/17/12	09/17/12	CBS This Morning CBS This Morning	CM	7-9a	M-----	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	M-----		1				\$300.00		0.00			
E 10	WUSA	09/13/12	09/14/12	9 News @ 5p 9 News @ 5p	CM	5-6p	---TF--	:30	2	\$500.00	P-2	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	---TF--		2				\$500.00		0.00			
E 11	WUSA	09/17/12	09/17/12	9 News @ 5p 9 News @ 5p	CM	5-6p	M-----	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	M-----		1				\$700.00		0.00			
E 12	WUSA	09/13/12	09/14/12	9 News @ 6p 9 News @ 6p	CM	6-630p	---TF--	:30	2	\$800.00	P-2	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	---TF--		2				\$800.00		0.00			
E 13	WUSA	09/17/12	09/17/12	9 News @ 6p 9 News @ 6p	CM	6-630p	M-----	:30	1	\$900.00	P-2	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	M-----		1				\$900.00		0.00			
E 14	WUSA	09/13/12	09/14/12	CBS Evening News CBS Evening News	CM	630-7p	---TF--	:30	2	\$3,500.00	P-2	0.00	NM	2	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	---TF--		2				\$3,500.00		0.00			
E 15	WUSA	09/17/12	09/17/12	CBS Evening News CBS Evening News	CM	630-7p	M-----	:30	1	\$3,500.00	P-2	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	M-----		1				\$3,500.00		0.00			
E 16	WUSA	09/13/12	09/14/12	9 News Tonight 7p 9 News Tonight 7p	CM	7-730p	---TF--	:30	2	\$750.00	P-2	0.00	NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	---TF--		2				\$750.00		0.00			
E 17	WUSA	09/17/12	09/17/12	9 News Tonight 7p 9 News Tonight 7p	CM	7-730p	M-----	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	M-----		1				\$800.00		0.00			
E 18	WUSA	09/13/12	09/14/12	Entertainment Tonight Entertainment Tonight	CM	730-8P	---TF--	:30	2	\$1,600.00	P-2	0.00	NM	2	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	---TF--		2				\$1,600.00		0.00			
E 19	WUSA	09/17/12	09/17/12	Entertainment Tonight Entertainment Tonight	CM	730-8P	M-----	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	M-----		1				\$1,800.00		0.00			
E 20	WUSA	09/13/12	09/13/12	Thu Prime B Big Brother 14	CM	9-10P	---T---	:30	2	\$9,000.00	P-1	0.00	NM	2	\$18,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	---T---		2				\$9,000.00		0.00			
E 21	WUSA	09/14/12	09/14/12	Fri Prime A Undercover Boss	CM	8-9P	----F--	:30	2	\$4,000.00	P-1	0.00	NM	2	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

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Advertiser: Obama/D/President
 Product Desc: OBAMA SCHED A
 Estimate: 1768

WUSA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 21	WUSA	09/14/12	09/14/12	Fri Prime A Undercover Boss	CM	8-9P	-----F--	:30	2	\$4,000.00	P-1	0.00	NM	2	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 09/10/12	09/16/12	----F--		2			\$4,000.00		0.00				
E 22	WUSA	09/14/12	09/14/12	Fri Prime C Blue Bloods	CM	10-11P	-----F--	:30	2	\$8,000.00	P-1	0.00	NM	2	\$16,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 09/10/12	09/16/12	----F--		2			\$8,000.00		0.00				
E 23	WUSA	09/16/12	09/16/12	Sun Prime B Big Brother 14	CM	8-9P	-----S	:30	2	\$9,000.00	P-1	0.00	NM	2	\$18,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 09/10/12	09/16/12	-----S		2			\$9,000.00		0.00				
E 24	WUSA	09/16/12	09/16/12	Sun Prime C The Good Wife	CM	9-10P	-----S	:30	1	\$5,500.00	P-2	0.00	NM	1	\$5,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 09/10/12	09/16/12	-----S		1			\$5,500.00		0.00				
E 25	WUSA	09/16/12	09/16/12	Sun Prime D The Mentalist	CM	10-11P	-----S	:30	1	\$4,500.00	P-2	0.00	NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 09/10/12	09/16/12	-----S		1			\$4,500.00		0.00				

Totals 39 \$101,700.00